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Winthrop Debuts New Logo After 25 Years

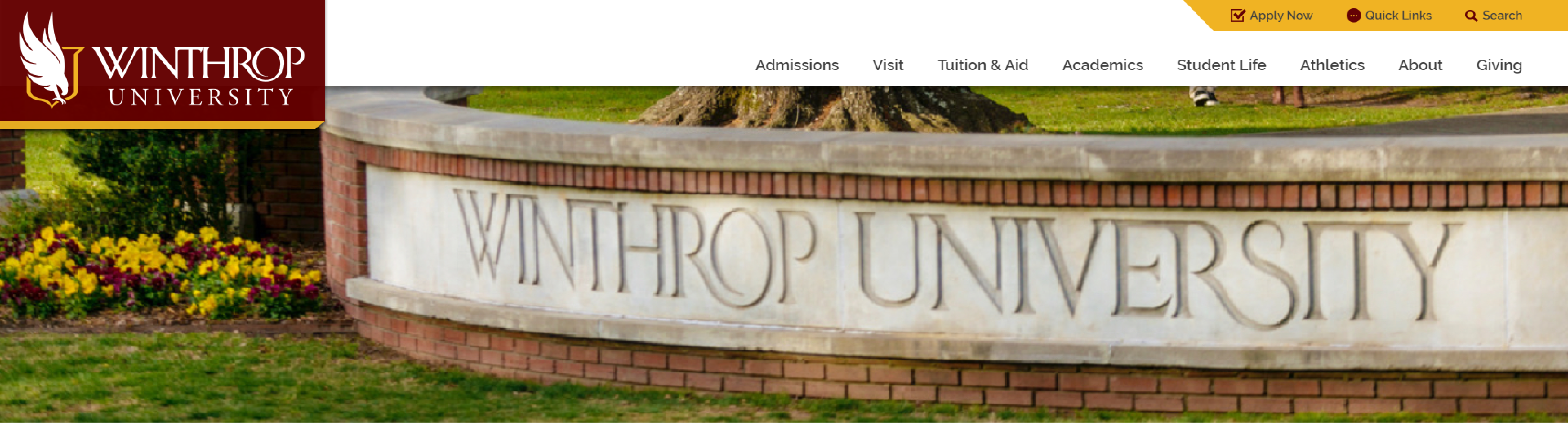
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Winthrop Debuts New Logo After 25 Years

February 22, 2018

Quick Facts

- As part of a year-long rebranding initiative, the highly anticipated new logo was unveiled during a Feb. 22 event in the DiGiorgio Campus Center.
- The logo features a bold and elegant eagle inspired by the bronze statue on the front campus, while the shield shape behind it is found within the official university seal and class rings.



ROCK HILL, SOUTH CAROLINA — After 25 years, Winthrop University has a new logo that honors its past and embodies its future.

As part of a year-long rebranding initiative,the highly anticipated new logo was unveiled via [an inspirational and moving video](#) during a Feb. 22 event in the [DiGiorgio Campus Center](#). It replaces the former logo which was adopted in 1992 once Winthrop converted from a college to a university.

The **new logo** features a bold and elegant eagle inspired by the bronze statue on the front campus, while the shield shape behind it is found within the official university seal and class rings. The custom "Winthrop" wordmark remains while "University" is larger. The garnet and gold colors reflect Winthrop's school colors that have been used for nearly four decades.

[President Dan Mahony](#) said the new logo is among several components of the university's long-awaited rebranding initiative. Other areas include a website redesign, which will be rolled out this fall with help from partner FMB Advertising, which continues to craft messaging and design theme for the recruitment of undergraduates.

Additionally, the Graduate School's online partner, **Wiley & Sons**, recently launched its marketing for prospective graduates interested in one of the university's online degree programs.

The **rebranding initiative** is part of the university's strategic plan introduced two years ago and called the Winthrop Plan. "It soon became clear that refining and highlighting what makes Winthrop special was very important to our efforts in recruiting, fundraising, and creating a focus for the pride we all feel for being a part of Winthrop," Mahony said. "Our primary focus was to emphasize what makes Winthrop unique and hone our messaging to better resonate with prospective students, support our efforts to grow enrollment and increase graduation and retention rates."

Since Winthrop's last rebranding effort in 1992, Winthrop has worked to stay true to the university's traditions and history while also growing and evolving to meet the challenges of the changing higher education landscape.

As a result, according to [Katie Price '07](#), the university's director of marketing, "the Winthrop brand became diluted in an effort to be all things to all people.

"It was time to refocus — to rediscover who Winthrop is and what truly makes Winthrop such a special place by working to refresh the visual identity and develop a consistent brand that would effectively tell the Winthrop story to the world," Price said.

The initiative speaks to the importance of rethinking how to set Winthrop apart from other colleges and universities, Price said. Through research and an extensive creative process, university staff learned a great deal about how people feel about Winthrop and why it's such a special place. Responses from students, alumni, faculty, staff and donors provided a path to redevelop the way Winthrop presents itself to the world through both voice and visual identity.

As the university introduces this new branding in its marketing and recruitment efforts and throughout campus, Winthrop will employ a phased rollout of the new logo that will continue over the next year and beyond.

Learn more about the rebranding initiative at www.winthrop.edu/ucm/rebrand and view the **Frequently Asked Questions** section that provides additional insight on the effort.

For more information, contact **Katie Price**, director of marketing, at pricek@winthrop.edu or at 803/323-2236.

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